



the small moments campaign

for





no homework
someone smiles at you
getting mail
a high-five from a coach
finding money in a pocket
opening a Coca-Cola Classic
making people laugh
talking to friends online
an unexpected compliment
getting a text message

Contents

Executive Summary . . . 1

Research 2

Marketing 8

Creative 13

 Phase 1 14

 Phase 2 17

 Phase 3 25

Media 28

Campaign Summary.. 30

Budget 31

Executive Summary

There is no better way to describe Coca-Cola Classic than with a smile.

Each day is filled with 24 hours. Every one of those hours has 60 minutes and each minute has 60 seconds. In each moment, countless milestones are occurring – two people are saying “I Do,” a student is receiving his diploma, a young child is learning to ride a bike, a teenager has earned her driver’s license. These larger events are typically cherished and remembered. It is the small moments that are often forgotten, yet they are what add together to make one large moment: life – the Coke side of life. Blue, Inc. has come to know these small moments as “smoments.”

A smoment (smō•ment) is the feeling you get when you receive a friendly smile from a stranger at the supermarket; it is the sense of relief when someone holds the door open for you; it is the feeling you get the moment you walk into a warm building from 13-degree weather; it is the feeling you get when you receive a text message because it reminds you that someone is thinking about you. It is the sensation that comes over you the second you open a cold bottle of Coca-Cola Classic and take the first drink. That first thirst-quenching sip is beyond satisfying, yet it is a simple pleasure that is often taken for granted.

The fact is, everyone has smoments. A smoment could be the smallest moment that makes you smile or gives you that warm fuzzy feeling inside – just for a second. A smoment is not necessarily something that you find important enough to share with your friends after it happens and it is not something that is memorable to most people. Smoments are usually forgotten, however they are what push the day along in a positive direction.

At the end of the day, no one looks back and thinks of these minute occurrences. People do not appreciate these smoments enough. With this campaign, however, Blue, Inc. aims to remind consumers that it is often the smallest moments that add up to something bigger – their day, their week, their life.

Blue, Inc. is taking an innovative approach to capture the attention of the target market and show them how important these smoments truly are. By the end of the campaign, the target market will realize that the small moments in life are important and will identify Coca-Cola Classic and the Coke side of life as examples of them. Throughout this campaign, Blue, Inc. demonstrates to the target market that enjoying a Coca-Cola Classic is one of the moments that needs to be remembered and appreciated.

Blue, Inc. Presents...

the
small moments
campaign



Research Plan

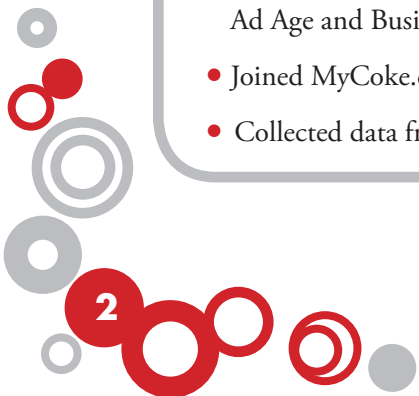
Research Objectives

Blue, Inc. found it imperative to conduct extensive primary and secondary research in order to gain a more thorough analysis of the target market including current trends within the beverage industry at this time. In conducting the research, Blue, Inc. decided upon four main research objectives:

- Walk, talk, eat, sleep and breathe like a member of the target audience
- Get in touch with the multicultural consumers in the target market
- Understand the target's motivations and behaviors regarding new technologies
- Identify and address the health trends within the beverage industry

Research Methods

- Performed primary research through focus groups and surveys
 - 320 survey respondents for survey
 - 28 focus group participants
- Accumulated secondary research from numerous sources including MRI Teenmark
- Monitored the target market and the beverage industry daily through resources such as Iconoculture, Ad Age and Business Week
- Joined MyCoke.com and MyCokeRewards.com to stay on top of their interaction with client's products
- Collected data from beverage diary for 16 students in target market



Focus Groups

Blue, Inc. conducted a total of four focus groups in the greater Des Moines area in Iowa. Two of the focus groups were used to gather information concerning brand health and consumption for Modelers. Two other focus groups provided information on where Aspirants spend their time. The final focus group allowed Blue, Inc. to obtain insight into the multicultural market.

Focus Group Topic	Where do you spend your time?	Electronics and Media	Future
Focus Group Participants	<ul style="list-style-type: none">• Video gaming• IMing• Hanging out with friends• Playing sports	<ul style="list-style-type: none">• Listening to and downloading music• Spending time on the computer• "Everyone I know has a cell phone"	<ul style="list-style-type: none">• Concern for peers• Expectation of going to college• Would like to see different racial groups more unified



Surveys

Blue, Inc. conducted a survey to gather information about brand health among members of the target market. Consumption questions were asked first in order to gauge where they fell on the radar of Coca-Cola Classic. Next, Blue, Inc. focused on how respondents felt about the brand as a whole. Results almost mirrored the case study, showing that consumers felt connected to the Coca-Cola Company.



Target Market

Target Audience Segments

Tech-Savvy Experiencers (13–24)

- Aspirants (13–18)
- Modelers (19–24)

Conceptual Target Market

Generation Y members account for over 70 million people in the United States. This segment will be the next biggest economic and social contributor since the Baby Boomers. Understanding who they are and what they want is key to reaching this group of 13–24 year olds.

In order to effectively identify the Tech-Savvy Experiencers, Blue, Inc. split the segment into two groups. The older segment consists of 19–24 year olds, who Blue, Inc. describes as Modelers. As for the younger 13–18-year-old segment, they will be referred to as Aspirants.

Aspirants (13–18)

The Aspirants consist of middle school to high school youth. The main point of distinction between the Aspirants and Modelers is the immersion of Aspirants in technology at a very young age. Most are college-bound, as they feel highly intelligent, even equal to that of adults. Multitasking is a part of daily life, as this group is texting a friend while IMing another, posting a video on YouTube and checking their MySpace profile all at the same time. The downside of Aspirants is their incapability to stay with a particular fad. Constant entertainment is a must. This poses a difficult challenge for most marketers and advertisers, but through this research, Blue, Inc. feels confident it has conquered this problem.

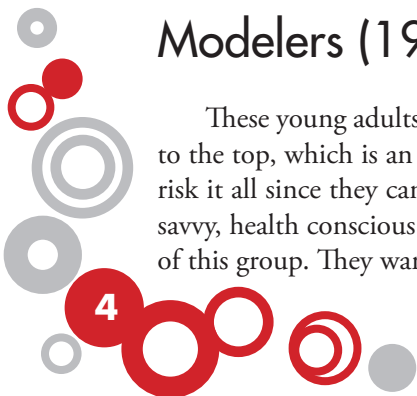
Modelers (19–24)

These young adults are in college or entering the work force. Beginning their careers, Modelers expect to rise quickly to the top, which is an example of how they desire instant gratification. There is no hesitation on behalf of Modelers to risk it all since they can rely on parental support. Often multi-taskers as well, this segment is extremely technologically savvy, health conscious and truly wants to make a difference in the world. Intelligence and awareness are certain aspects of this group. They want to be treated as adults.

Generation Y accounts for
“as many as 70 million
people.” – USA Today

Major Characteristics of Tech-Savvy Experiencers:

- Multicultural
- Independent due to technology
- Feel empowered
- Want to make their own decisions





Females

Hi I'm Jill. I am 17 years old and a junior at Pemberton High School. I'm the secretary on the Student Council and co-captain of the varsity cheer leading squad. Go Bobcats! Anyway, more than anything I love to hang out with my friends and listen to music. My friends love sharing music with me because I have all the latest downloads. I think Derek from my algebra class likes me because according to his MySpace profile he has a crush on someone in one of his classes. I think I might text him and ask him to come to the movies with us. Maybe he'll want to go see the new X-Men movie.

- Tend to be a race other than Caucasian or African American
- More likely to live in the South and least likely to live in the Northeast region of the United States
- Household incomes tend to be \$35,000–49,999
- Listen to the radio in Hispanic formats, but not at a specific time



Males

Hey what's up? My name is David. I am a second year student at the University of Illinois majoring in communications. I played varsity sports in high school but now I just kick my friends' butts in FIFA World Cup on Xbox. Usually on weekends I hang out with my friends or go to the occasional party that I find out about on Facebook. My usual meal consists of Easy Mac and Ramen Noodles so you can see that I can't wait for summer break and home cooked meals. My mom makes the best enchiladas.

- Tend to be of a race other than Caucasian or African American
- More likely to live in the South and the least likely to live in the North Central region of the United States
- Household incomes tend to be \$25,000–34,999
- Most likely to listen to Hispanic radio format



Multicultural Component

Blue, Inc. recognizes that reaching specific demographics is key to ensuring that the campaign is successful. The research speaks to trends and behaviors in the Hispanic, African American and Asian American markets. Various indicators point to the Hispanic market as the top target.

Research proves that targeting the Hispanic market is critical. There is rapid growth within the Hispanic market and heavy purchasing power within the youth. Asian Americans are the second fastest growing ethnic population in the United States, noting 66 percent of Asians living in the United States were born in another country (2000 U.S. Census).

In 2006, McDonald's was the 10th highest spender in terms of advertising dollars. Of their budget, advertising dollars went to 37.4 percent of African Americans and 62.6 percent of Hispanics. Coca-Cola spent 81.7 percent of their budget on African Americans and 18.3 percent on Hispanics (Media-Economic). Blue, Inc. sees a need for change in both the medium of communication and media dollar distribution for Coca-Cola Classic.

Other research indicates the Hispanic beverage market is consuming mostly non-alcoholic beverages, compared to the non-Hispanic population. As a result, the Hispanic market is one segment in which Coca-Cola Classic has a clear opportunity to gain potential consumers.

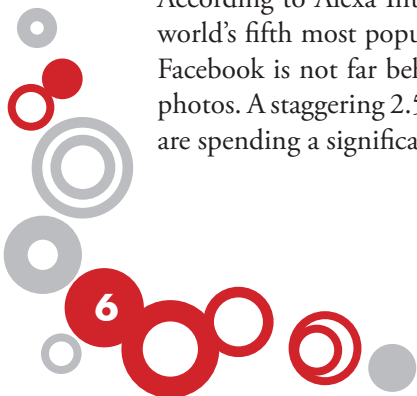
Future predictions indicate that in 2009 one of every three dollars spent on telecommunications will come from U.S. ethnic communities (marketresearch.com). As a result, Blue, Inc. has targeted media dollars toward current trends in media technology that connects with the target.

Blue, Inc. has identified the current market trends and has built a strategic plan that is reflective of the current and future markets. Simply recognizing multicultural youth is not an option anymore, this group should be utilized. It would be a colossal mistake on behalf of any advertiser to not take notice of this group's substantiality.



Where are Tech-Savvy Experiencers: Social Networking Websites

Tech-Savvy Experiencers are dominating the social networking world, spending more time with the Internet and electronics than any previous generation has been. They enjoy social networking websites and they especially enjoy sharing photos. On these networks, youth are sharing profiles, groups, photos, music and videos. According to Alexa Internet, social networking websites are also dominating the Internet. MySpace.com is the world's fifth most popular English-language website, sixth most in any language and third in the United States. Facebook is not far behind, as it is the seventh most visited site in the United States and the most popular for photos. A staggering 2.5 million photos are uploaded each day to Facebook. This is where Tech-Savvy Experiencers are spending a significant amount of their time.





The Next Generation (12 and Under)

An up-and-coming age group, Generation We's oldest segment will be in the target market at the launch of the campaign. Blue, Inc. feels it is necessary to recognize and understand the impact this group will have on the future generations of youth. They demand to be connected and expect to have instant access to the world through modern technology. According to MarketingVox.com, this group views media in a new light: "It's not about being anesthetized, it's about being engaged."

- Estimated \$18 billion in buying power (FastCompany.com)
- "Media-smart, artistically inclined, spiritual, pancultural, and culturally defined." (FastCompany.com)
- Expect personalization and customization
- Edutainment: high integration of education and entertainment
- Global integration is a reality

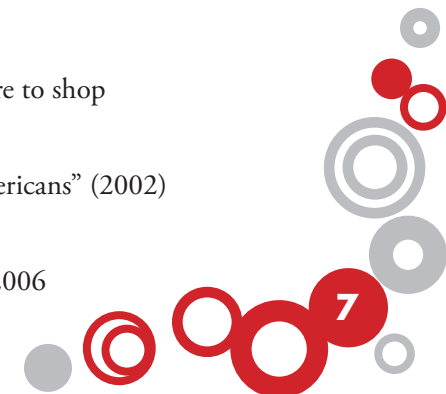
Health Trends

Healthier lifestyle choices affect consumers' purchasing habits including beverage consumption. Several organizations are promoting the consumer health trend. Alliance for a Healthier Generation is a joint effort by the William J. Clinton Foundation and the American Heart Association to limit the availability of soft drinks with high calories and, replace them with healthy beverages in schools by 2009-2010.

There has also been an influx in grassroots organizations to help promote healthy lifestyles in schools. The Healthy Schools Initiative is one such organization that supports parents, teachers, staff members and anyone else who wants to promote healthy eating in schools. This is important to note because it allows consumers to take action rather than waiting for a larger organization to outline steps for change. Ultimately, these organizations give power to the consumers who want to advocate healthy lifestyle changes.

According to an online survey of 1,800 13-25 year olds (USA TODAY), Generation Y is more socially conscious than past generations. This segment wants to make a difference, is optimistic for the future and believes in a good cause.

- 61% feel personally responsible for making a difference in the world
- 81% consider a company's social and environmental commitment when deciding where to shop
- 83% will trust a company more if it's socially/environmentally responsible
- "The number of Hispanics living in the United States, 35 million, exceeds African Americans" (2002)
- The Hispanic population is the second highest marketing priority
- Within the Hispanic population, 15.9 million U.S. Hispanics were online as of April 2006

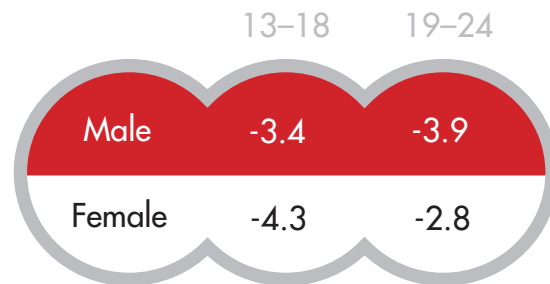


Marketing Strategy

Industry Analysis

The carbonated soft drink industry, though mature, is cutthroat and intense. Carbonated soft drinks are in constant competition for market share. Not only do they need to compete with one another, but they also have to fight the war among diet carbonated soft drinks, single serve water, milk, juice, ready-to-drink coffee, energy drinks and more. In recent years, carbonated soft drinks have been losing the battle. Their overall category rating is declining at an average of 2.6 percent since 2002, and sports drinks and single serve bottled water are gaining greater shelf space in supermarkets. The fastest declining group of carbonated soft drink consumers are the Tech-Savvy Experiencers (see below). This shift in youth consumption has caused beverage manufacturers, especially those of carbonated soft drinks like Coca-Cola Classic, to take notice.

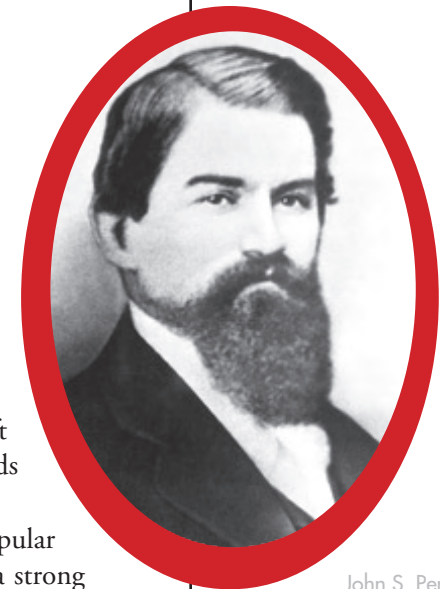
Carbonated Soft Drink Consumption Ages 13-24



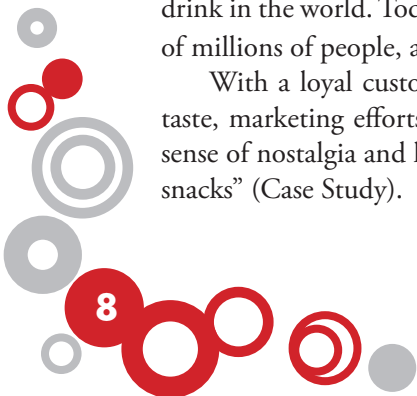
Company & Product Analysis

One of the most recognizable brand names in the world, Coca-Cola Classic, has become an intricate part of our culture and a deeply ingrained brand within the social fabric of America. Coming from modest means in the late 19th century, Coca-Cola is now sold in over 200 countries and has become the number one selling soft drink in the world. Today, John S. Pemberton's creation refreshes the taste buds and excites the senses of hundreds of millions of people, all while serving as a corporate icon of our nation.

With a loyal customer base, Coca-Cola Classic remains the industry leader. This is due largely to its popular taste, marketing efforts, high availability and low cost. Throughout the years, the brand has also developed a strong sense of nostalgia and has become highly associated with "good times" and as a beverage that "goes well with meals and snacks" (Case Study).



John S. Pemberton



Indeed, it is hard to imagine a world without Coca-Cola Classic. However, it is becoming increasingly difficult for the brand to remain the close companion of America's population. As a result of awareness of low-calorie and low-sugar diets, cannibalization by its own products, increasing competition and ever-changing youth beliefs, Coca-Cola Classic is fighting a battle for today's young consumers.

Based on research collected, Blue, Inc. has developed an advertising plan to ensure that Coca-Cola Classic increases its overall consumption among youth, ages Tech-Savvy Experiencers and boosts the brand's overall image.

Competitive and Threat Analysis

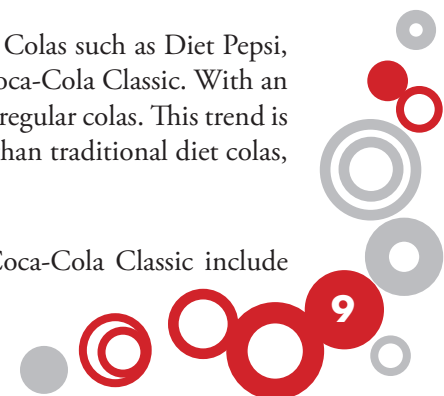
Competitors

Regular Carbonated Soft Drinks

- **Pepsi-Cola** – Armed with an innovative marketing history and “sweeter” taste, Pepsi is the chief competitor of Coca-Cola Classic and is involved in a constant competition for market share. Throughout the years, Pepsi has launched campaigns full of celebrity endorsers and event sponsorships along with mantras that speak to and target younger audiences, specifically Tech-Savvy Experiencers. The product carries a “hip, fun” image that has been enhanced through product interactivity.
- **Mountain Dew** – This highly caffeinated, citrus-flavored soft drink is a favored brand among youth, especially 13–18-year-old males. It is the main sponsor of numerous extreme sporting events and produces edgy advertising targeted specifically at this younger audience.
- **Dr Pepper** – Also popular among the younger audience, Dr Pepper is the only product in the regular carbonated soft drink category that has past 24 hour and weekly consumption rates growing among Tech-Savvy Experiencers, especially Modelers. Offering many new varieties and flavors, Dr Pepper has managed to stay current in the minds of consumers.

Other Carbonated Soft Drinks

- **Diet Colas** – Though in a different category from regular carbonated soft drinks, Diet Colas such as Diet Pepsi, Pepsi One, Diet Rite, Diet Coke and Coke Zero present many unique challenges for Coca-Cola Classic. With an increasingly health-conscious public, many consumers are beginning to choose diet over regular colas. This trend is further enhanced as diet colas such as Coke Zero are being produced with more flavor than traditional diet colas, despite containing zero calories, sugar or carbohydrates.
- **Other Coca-Cola Carbonated Soft Drink Products** – Additional competitors of Coca-Cola Classic include Sprite and Fanta.



Non-Carbonated Soft Drinks

- **Energy Drinks** – Examples: Red Bull, Monster, Rock Star, Wired

The fastest growing competitor in the beverage industry at a rate of 29.3 percent, energy drinks are finding success due to the burst of energy they provide to the consumer through high quantities of caffeine, sugar and natural mental stimulants. Their success, in part, stems from many consumers' tendency to lead a mentally or physically draining lifestyle, leaving them in need of a quick energy boost.

- **Sports Drinks** – Examples: Gatorade, Powerade, Propel Energy Water

Although their original use was for the replenishment of fluids, electrolytes, natural sugars and other nutrients for athletes following strenuous activity, sports drinks' largest growing segment is non-athletes. It is this segment that competes directly with Coca-Cola Classic and is growing at a rate of roughly 13.3 percent annually.

- **Single Serve Bottled Water** – Examples: Aquafina, Dasani, Fiji, Evian

As one of the most prominent growing competitors to Coca-Cola in the beverage market, single serve bottled water is becoming the drink of choice in the minds of many American consumers. With consumption rates increasing in Tech-Savvy Experiencers and an increasing category rating of 16.3 percent annually, it is clear that bottled water is an increasing threat.

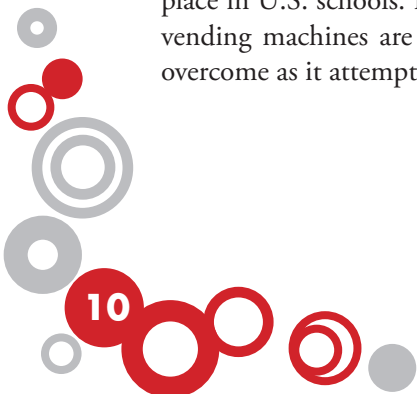
- **Ready-To-Drink Coffee** – Examples: Starbucks, Dunkin' Donuts, Caribou Coffee, Seattle's Best

As coffee franchises continue to appear on seemingly every street corner in America, ready-to-drink coffee is a significant competitor of Coca-Cola Classic. With an increasing category rating of 11.5 percent, coffee franchises are proving that any time is a good time to have a cup of coffee.



Threats

Although competitors are a natural threat to Coca-Cola Classic, a critical challenge is an increasingly health-conscious public. Coca-Cola Classic is high in calories, sugars and carbohydrates. As a result, the public is beginning to realize its harmful effects. Authoritative figures such as parents, public health officials and fitness experts are strongly discouraging products such as these. This is especially affecting our youth market as healthy school initiatives are beginning to take place in U.S. schools. High calorie beverages such as regular carbonated soft drinks are being taken out of schools and vending machines are being turned off during school hours. This is a significant obstacle for Coca-Cola Classic to overcome as it attempts to market to the youth population.



Opportunity Analysis

Despite its competitors and threats, Coca-Cola Classic also has many opportunities. First, it is important to note that the youth market, despite its decreasing carbonated soft drink consumption, is always an opportunity, especially due to the fact that these consumers spend a large amount of their money on snacks and beverages. They respond to fads and trends, are socially connected and can be heavily influenced by viral marketing.

Another opportunity for Coca-Cola Classic is the rising Hispanic population within the United States. This group has grown to over 40 million people and is expected to top 80 million by 2050 (2004 US Census). This segment is also young, with 40 percent under the age of 21. The Hispanic population is geographically concentrated with nearly 78 percent living in the Southern or Western regions of the country. The purchasing power of this population is continuously growing and is an important market segment for Coca-Cola Classic to capture.

Today, media placement has become a new opportunity for Coca-Cola Classic. Opportunities are presenting themselves in the forms of the Internet, in-game advertising, viral marketing and new event sponsorships. Coca-Cola has over-indexed on television and magazines for years, and in order to reach the youth market, needs to continue to take advantage of new advertising media.

SWOT Analysis

STRENGTHS

Brand/Company

- Coke is still king
- Brand recognition
- Financial stability and power
- Long history = nostalgia

Product

- Popular taste
- Associated with good times
- Goes well with meals and snacks

Market

- Loyal customer base
- High availability
- Large market

Cost

- Less expensive than many non-carbonated soft drink alternatives
- Similar price point to direct Carbonated Soft Drink competition

THREATS

Intense Competition

- Single serve bottled water
 - Energy drinks
 - Ready-to-drink coffee
- Diet carbonated soft drinks
- Regular carbonated soft drinks

Declining Market Appeal

- Youth appeal of regular carbonated soft drinks declining
- Socially-conscious public have negative feelings toward "Big Box" companies

Youth Favorability

- Youth respond to "new" products
- Coca-Cola Classic favorability is falling fast

Health-Conscious Public

- Initiatives in schools
- Growing health-conscious public
 - Diet fads

WEAKNESSES

Health

- High in calories, sugar, carbohydrates
 - Threat to oral health
- Discouraged by authoritative figures such as parents, public health officials and fitness experts

Media Placement

- Over indexing on television and magazines
- Under indexing on radio, Internet and in-game advertising

Company Size

- Less agile
- Ingrained product perceptions

OPPORTUNITIES

Youth Market

- Respond to fads and trends
 - Socially connected
- Influenced by viral marketing
- Spend significant amount of money on snacks and beverages
- Respond to philanthropic efforts

Hispanic Population

- Growing fast
- Geographically concentrated
- Coca-Cola is a highly favorable brand among Hispanic Americans
- Young (40% under the age of 21)

Media Placement

- Internet, direct marketing, in-game advertising partnerships
- Caffeinated Beverage Market
 - Highly caffeinated carbonated soft drinks are currently popular
 - Fast-paced lifestyle

The Small Idea (Blue, Inc.'s Big Idea)

So why is our big idea so small? Tech-Savvy Experiencers are more likely to listen to personal experiences they can relate to and identify with. The Small Moments Campaign aims to position Coca-Cola Classic as a brand that understands the target on a personal level by appealing to a broad range of cultures. These are some of the smoments Tech-Savvy Experiencers encounter:

- An unexpected text message
- Laughing until I cry
- Snow days off from school
- Someone holding the door for me
- A personal e-mail
- The sound of fizz in Coca-Cola Classic
- Unexpected compliments
- My favorite song on the radio, or on my iPod
- My favorite food served at lunch
- Finding money in my pockets
- Free food samples at the grocery store
- Shopping with my friends



The Small Moments Campaign will show the Tech-Savvy Experiencers that the Coke side of life is their side of life. The campaign positions Coca-Cola Classic as the brand that understands Tech-Savvy Experiencers. The campaign shows that Coca-Cola Classic is more than a refreshing beverage; it is a way of life.

Introducing: The Small Moments Campaign

Blue, Inc. uses the term smoment in this campaign to describe the small moments throughout a person's day that makes the day better. This is not a term the advertisements actually spell out to the viewer, but present to them visually and aurally in various components of the campaign. Advertisements will appeal to the Tech-Savvy Experiencers by highlighting smoments that happen in their everyday lives. The creative execution will allow these Tech-Savvy Experiencers to make their own interpretations of the message rather than telling them how to receive the information. The Coke side of life parallels the Small Moments Campaign which aids in the reinforcement of optimism and good times that the Coke side of life embodies. The campaign will employ the following four approaches to the right to guide the consumer through the campaign's stages.

Curiosity

Stimulation

Participation

Association

Brand Manifesto

We believe...

Life is better when you see it is not all serious

In remembering back in the day but making today the day

In laughs, everyday pleasures and embarrassing moments

In setting your own pace in life

Happiness transcends boundaries

Mi Coke es su Coke

We are edgy but always classic

Components

Traditional

Print Media
Radio
Internet
Public Relations

Non-Traditional

Cinema Advertisements
Emerging Technologies
Flash Mob
National Bus Tour
Video Games

Creative

Brand Image

Over time Coca-Cola Classic has maintained an inspiring image of good times, refreshing optimism, and the value of making a difference. Blue, Inc. will continue to hold true to this foundation of Coca-Cola Classic while directing the brand image in a new and youthful approach.

Creative Strategy

To convince Tech-Savvy Experiencers that Coca-Cola Classic is a fun and engaging beverage that exemplifies their lives, Blue, Inc. will relate Coca-Cola Classic with everyday experiences that lift the target audience's spirits.

The tone of advertising will be life's small moments and will emphasize the exhilarating feeling one gets when experiencing one of these smoments. Pairing Coca-Cola Classic and smoments will evoke the same feeling toward Coca-Cola Classic that the Tech-Savvy Experiencers get when a smoment occurs.

The Three Phases

- **Phase 1** – Independent Moments
- **Phase 2** – Connecting Moments
- **Phase 3** – Unified Moments

1 2 3

Creative execution of traditional and non-traditional media is divided strategically into these three phases. Blue, Inc. decided to utilize this three-phase approach to first integrate viral curiosity, then move into stimulating interest and participation and finally achieve association of smoments with Coca-Cola Classic.

In the first phase of creative execution, viral marketing will be used to generate interest with Tech-Savvy Experiencers through popular social networks on the Internet. This will connect with Tech-Savvy Experiencers because the creation of a flash mob is something they have control over and can participate in. In the second phase, print, video game, Internet, emerging technologies and promotional advertising will be used to stimulate awareness of the Small Moments Campaign with the Tech-Savvy Experiencers. This phase will ultimately gain participation in the Small Moments Campaign elements. This participation will move into the final phase where the consumers will make strong connections between smoments and Coca-Cola Classic. The Small Is Big Tour and various promotional events will take place in this phase.

While there are three distinct phases, many of the concepts that start in a particular phase may carry through to later phases. Throughout all three phases, however, the smoment theme will unify the campaign and reinforce the concept that drinking Coca-Cola Classic should be thought of as a smoment in everyday life that can help make the average day better. Smoments will engage the Tech-Savvy Experiencers with Coca-Cola Classic and, in the process, increase consumption and brand health.

Phase 1 – Independent Moments

The first phase will begin with a strong viral campaign using Facebook, MySpace and YouTube.com. All three of these online elements will create a viral buzz about the National Coke Break throughout the United States. Internet will continue to play an integral role through all three phases. The messages portrayed on these social networks will change after the beginning of Phase 2, fitting the current promotion. Video game advertising will also begin in Phase 1 and continue through all three phases.

- YouTube
- Internet Communities
- In-Game Advertising

YouTube

In order to create a viral buzz about the National Coke Break two videos will be produced for YouTube. The first video will be a teaser advertisement aimed at Tech-Savvy Experiencers showing only one Coca-Cola Classic opening but hearing many more opening in the background.

The second video will feature a group of Tech-Savvy Experiencers hanging out and having a good time with Coca-Cola Classic in hand. In unison the group opens and takes a sip of the Coca-Cola Classic with a refreshing “ahhh.” After their brief Coca-Cola Classic break, the group resumes to their conversations. The time, date, and place of the regional flash mobs will be shown on a black screen enticing Tech-Savvy Experiencers to participate in the National Coke Break. Effectiveness will be measured by monitoring the number of video plays on YouTube.com.

Internet Communities

A Coca-Cola Classic profile, group and event will be created on Facebook.com and MySpace.com to encourage participation in the National Coca-Cola Classic Break flash mob. These elements will feature the viral video from

Flash Mob

A flash mob is a group of people who assemble suddenly in a public place, do something unusual or notable, and then disperse. They are usually organized with the help of the Internet or other digital communications networks.

What A Smoment!

Facebook Gift Examples



Phase 1

Empower Community

The highest level of custom community available to companies through MySpace. Features may include contests or countdowns.

YouTube. Sixty-eight percent of teens have created profiles on social networks like MySpace and Facebook, proving that these sites have become a prominent and highly effective advertising medium. There are over 47 million registered MySpace users and over 19 million Facebook members. These members and users consider browsing networking sites as essential as checking e-mail and log in to their accounts multiple times daily. The MySpace Coca-Cola Classic custom community will have flash capabilities, profile skins, user-generated text, pictures, countdown widgets, mp3s, videos and integration with MySpace Chat. The Facebook group will have Coca-Cola Classic-sponsored stories and groups, along with the opportunity to send information, coupons, “gifts” and messages to “friends” of the Coca-Cola Classic Group. YouTube allows anyone, from large corporations to Tech-Savvy Experiencers, to post videos for the world to see. Blue, Inc. knows that this medium is crucial for our viral campaign. With Facebook and MySpace capabilities to play YouTube videos, this viral campaign is an innovative and ideal way to join the interactive platforms. The effectiveness of this promotion will be measured by monitoring the number of Facebook gifts given as well as the number of times the MySpace skins are downloaded.

Why

- Drive traffic to MyCoke.com and MyCokeRewards.com through Facebook.com and MySpace.com
- Increase brand health and favorability through interaction with Tech-Savvy Experiencers
- Increase redemption rate of MyCokeRewards Points
- Increase consumption through “Double Rewards Days”

Execution

Coca-Cola will launch both a Coca-Cola Classic MySpace custom community as well as a Coca-Cola Classic Facebook group. The MySpace profile will be an Empower Community that will feature downloads such as wallpapers, screensavers and profile skins. The community will also feature music from Fresh Tracks Music, current and past commercials and links to MyCoke.com and MyCokeRewards.com. The Facebook group will feature downloads such as wallpapers, screensavers and a listing of the top songs from Fresh Tracks Music. Users will also have the ability to redeem points from MyCokeRewards.com without leaving the profile page. Both MySpace.com and Facebook.com include features for notifying all members of news, contests and special events. Coca-Cola Classic will utilize these features to announce “Double Rewards Days.” By entering codes directly from the user’s MySpace or Facebook profile the user will earn double points on those specific days. To encourage users to add Coca-Cola Classic on either Facebook or MySpace they will receive 10 points from MyCokeRewards.com.



Blue, Inc. will also reach a large group of Tech-Savvy Experiencers through AOL Instant Messenger (AIM) – the number one instant messaging platform connecting more than 30 million users every month. Of these, 4.8 million are teens ages 12-17 (AIM.com). Almost two-thirds of AIM users are online everyday sending over one billion instant messages. The latest AIM version, 6.0, comes complete with integrated instant messaging, video chat and text messaging. Blue, Inc. will utilize AIM's ability to specifically target kids, teens, African Americans and Hispanics using floating advertisements that move and hover in a layer on top of the AIM window. A reminder advertisement will also float on top of the page sending users to MyCoke.com.

Rationale

The Tech-Savvy Experiencers are logging on to social networking websites more frequently. Placing profiles on social networking sites and giving users an incentive to join will help to reach the target audience. Having links to MyCoke.com and MyCokeRewards.com will help to increase traffic to both sites, while the option to enter codes in each profile will help to increase the redemption rate. Having these users in one group will facilitate the promotional contests and inform the Tech-Savvy Experiencers of current news.

Video Games

In-game advertising not only increases brand exposure to Tech-Savvy Experiencers, but also adds a sense of reality to a virtual world, elevating the level of video game play. To mimic real-life advertising in sports settings, Blue, Inc. will place signage in sports video games in the form of two-dimensional images on objects, arena or stadium walls, signs and billboards. In-game advertising has quickly become one of the best and most cost effective ways to reach the Tech-Savvy Experiencers for hours every day. There are well over 100 million videogamers in the United States and this number continues to grow rapidly. Video game technology now makes it possible to track the placement, frequency, angle and duration of the in-game advertisement to ensure effective reach and excellent return on investment (gamediamond.com).

On the Xbox Live homepage, advertisements for Coca-Cola Classic will be seen in small boxes on each screen. Along with these advertisements there will be a mini Coca-Cola Classic game available for download on the Xbox Live Marketplace page. Blue, Inc. believes that homepage advertisements supplemented by games would be more effective in reaching Tech-Savvy Experiencers. In addition to Xbox Live Marketplace, the game will be available for download on the Nintendo Wii Shop Channel. The mini game, "The Polar Quest to the Coke Side of Life," will appeal to Tech-Savvy Experiencers who frequently download and play new games. This approach will also actively involve them with the brand. The game will consist of three levels. The main character is an updated Polar Bear, consistent with the Coca-Cola icon. The object of the game is to collect as many bottles of Coca-Cola Classic

Phase 1

The Polar Quest to the Coke Side of Life



Mini Game



Xbox Live Homepage



Phase 2

while doing something active such as snowboarding, skateboarding and waterskiing. The effectiveness of this promotion will be measured by monitoring the number of times the game is downloaded.

After the player downloads the game, they must log in with their MyCoke.com username and password in order to play. If they do not have this, they will be instructed to visit the website and register. Throughout the game, the player collects points that are tallied and transferred into MyCokeRewards points. They can only collect their points up to three times, so at the end they will be given the option to “collect points” or “try again.”

By requiring players to use their MyCoke.com username we can track game usage, point collection and limit fraud. This also promotes traffic to the website. In addition, Blue, Inc. suggests that a coupon, promoting the My Life, My Coke bottle promotion, be rewarded to the player at the end of total point collection.

Phase 2 – Connecting Moments

The National Coca-Cola Classic Break will kick off the second phase of the campaign. From there, Phase 2 will connect the flash mob to the rest of the campaign, emphasizing that each person who contributes a small part is contributing to a larger whole. Phase 2 will integrate print advertisements and promotions into the campaign while continuing video game and Internet advertising.

- National Coca-Cola Classic Break
- Live in Your Moment promotion
- My Life, My Coke
- Under the Cap promotion
- Cinema Advertisements
- Coca-Cola Classic Games
- Happiness Can Be Bottled promotion
- Magazine Advertisements
- Visual Ice

National Coca-Cola Classic Break

Why

- Raise awareness of the Small Moments Campaign
- Create buzz among the Tech-Savvy Experiencers
- Show Coca-Cola Classic in a bold, youthful, hip manner
- Increase consumption of Coca-Cola Classic



Execution

Coca-Cola will organize nationwide events in Chicago, Houston, Los Angeles, Miami and New York City. Coca-Cola representatives will arrive at Millennium Park, Sesquicentennial Park, Santa Monica Beach, Miami Beach and Times Square to distribute Coca-Cola Classic. There will be four Chariot Media segways in each city used to inform attendees of the event with the intent of having thousands of youth open cans of Coca-Cola Classic at the same time. Teaser videos and messages about the events will be posted on Facebook, MySpace, YouTube and MyCoke.com about the event to spark curiosity and generate buzz. Local media outlets will be notified with media kits full of information about the event one week prior to and the morning of the event. Messages will become more detailed as the event approaches encouraging users to log on to MyCoke.com to find out more. Home viewers will be encouraged to purchase Coca-Cola Classic, gather their friends and join in on what could be the largest event in Coca-Cola history. Youth across the country will be encouraged to film their own Coca-Cola Classic flash mob and submit the footage to MyCoke.com. This will give Tech-Savvy Experiencers a chance to become involved in a nationwide event, serving as the official kick off to Phase 2.



Chariot Media segway

Rationale

Local media will cover the event because it is unusual and large-scale. Viewers from home will also feel connected to the event and all of the participants. This event will unite Tech-Savvy Experiencers and allow them to participate in a nationwide experience that is just for them. The event will increase consumption of Coca-Cola Classic and traffic to MyCoke.com. The effectiveness of this promotion will be measured by monitoring the number of posts to YouTube of individual flash mobs from around the country.

Live in Your Moment

Why

- Increase consumption among Tech-Savvy Experiencers
- Generate excitement about Coca-Cola Classic
- Increase awareness and traffic to MyCokeRewards.com



Custom Bottle Wraps

Phase 2

Execution

Specially marked 12-pack cases of Coca-Cola Classic will include a game piece to win a \$15,000 room makeover. Codes will be printed on the inside of the case encouraging the consumer to visit MyCokeRewards.com to enter the contest. There will only be one entry allowed per person each day. Three grand prizes will include a 40-inch Sony Bravia HD LCD television, Bose 7.1 channel surround sound home theater system, Nintendo Wii, Apple MacBook, Apple iPod Nano and a \$5,000 gift card to IKEA for furniture, decorations and paint. Ten first place prizes will include a 40-inch Sony Bravia HD LCD television and 100 second place prizes, including a Nintendo Wii.

Rationale

Since the primary place of consumption is in or near the home for the Aspirants, 12-can fridgepacks will be used as the package for this contest. The excitement over the promotion will create buzz among Aspirants. The target will actually help promote the contest by sharing it with friends on Facebook.com and MySpace.com. The effectiveness of this promotion will be measured by monitoring the number of contest entries at MyCokeRewards.com.

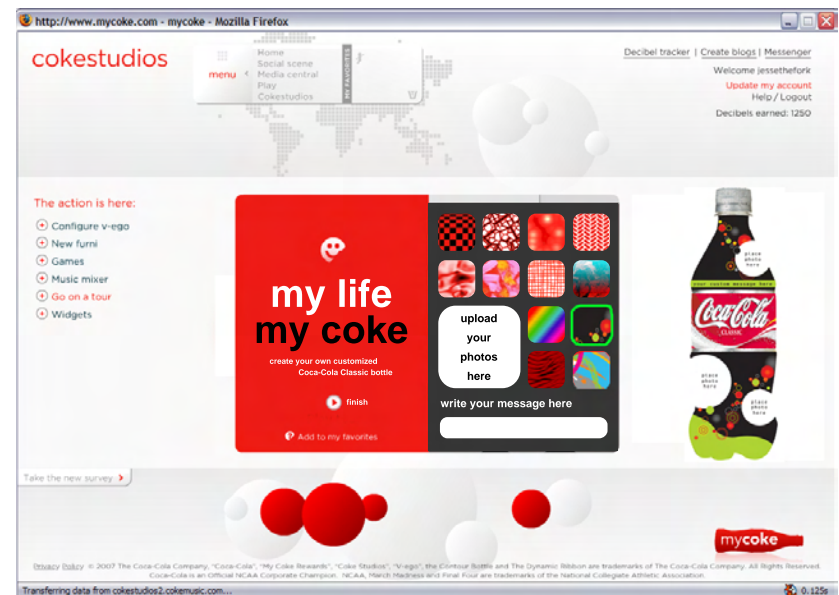
My Life, My Coke

Why

- Introduce and commence new bottle wraps for Coca-Cola Classic
- Increase sales of Coca-Cola Classic in youth segment that prefers customization

Execution

Coca-Cola will begin to offer customizable 6-pack bottles of Coca-Cola Classic. Consumers will be able to enter the design studio from MyCoke.com and customize a shrink-wrap that will wrap around each bottle. The Coca-Cola logo will be left untouched, but the rest of the bottle will be customized specifically for each consumer. This allows consumers to connect Coca-Cola Classic to any aspect of their lives, whether it be birthdays, anniversaries or smoments. Consumers will be able to upload photos, type phrases and draw designs on the shrink-wrap. Orders will be placed on MyCoke.com and shipped to the consumer within one week. The minimum order quantity would be twelve bottles.



Rationale

The target market likes to customize everything from social networking profiles to tennis shoes. This trend has a huge potential for Coca-Cola Classic to make a personal connection with the Tech-Savvy Experiencers and increase the positive image of the brand. The effectiveness of this promotion will be measured by monitoring the number of orders placed for the custom wraps.

Under the Cap Promotion

Why

- Increase purchase rate of 2-liter bottles of Coca-Cola Classic
- Introduce new rewards at MyCokeRewards.com

Execution

Hangtags will be affixed to all 2-liter bottles of Coca-Cola Classic. These tags will be the same height and width of the bottle and dangle off the shelf into the aisle. Each tag will feature a different prize available on MyCokeRewards.com and encourage consumers to visit the site. New prizes such as Nintendo Wii games, Xbox games, Playstation 3 games, Apple iPod Nanos and Music Downloads will be featured to increase purchase volume and inform consumers of these new prizes. Each 2-liter bottle will also have the potential to be worth up to 100 points on MyCokeRewards.com.

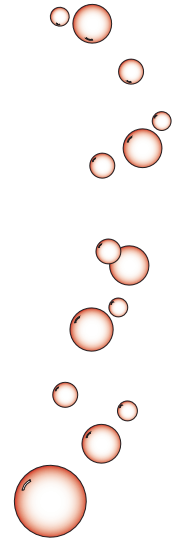
Rationale

These hang tags will help Coca-Cola Classic stand out from all the other carbonated soft drink 2-liter bottles. They will attract consumers to the bottle and draw attention away from the competition. Videogames and music are two large components in the lives of Tech-Savvy Experiencers, thus consumption can be increased by initially attracting consumers to 2-liter bottles through hang-tags. With the added potential to win 100 rewards points, sales of 2-liter bottles of Coca-Cola Classic will increase rapidly. The effectiveness of this promotion will be measured by monitoring the increase in sales of the 2-liter bottles of Coca-Cola Classic.

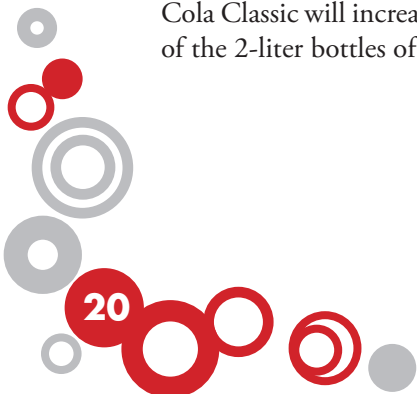


Hang Tag

Phase 2



Floor Decal





Phase 2

Coca-Cola Classic Games

Why

- Actively engage Tech-Savvy Experiencers to increase brand health
- Increase daily sales volume at supermarkets and grocery stores

Execution

In recognition of the 2008 Summer Olympics, Coca-Cola will be teaming up with supermarkets and grocery stores across the United States. Stores will be encouraged to set up family-friendly games involving Coca-Cola Classic during the summer months. Examples of games include Coca-Cola Classic can stacking, ring toss and games that include the Coca-Cola polar bears. The store may give out prizes and coupons for Coca-Cola Classic at the event. The store in each state that sells the most units of Coca-Cola Classic will receive discounts on future Coca-Cola Classic orders and employees will win a \$50 Amazon.com gift card for each employee working the Coca-Cola Classic Games.

Rationale

This encourages employees and stores to get involved in a special event. Local television and radio stations will cover the events as a local tie-in to the Summer Olympics. Providing gift cards will encourage store personnel to get involved and present Coca-Cola Classic in a positive manner. The effectiveness of this promotion will be measured by monitoring re-seller participation and gift card redemption.

Happiness Can Be Bottled

Why

- Increase consumption of 20 oz. bottles among Modelers
- Increase excitement and positive brand image of Coca-Cola Classic

Execution

Starting in June, all Coca-Cola vending machines will be filled with more than just soda. During June and July, 2,000 bottles of Coca-Cola Classic will be filled with Coca-Cola Classic Red iPod Nanos. Each iPod Nano will be engraved with the Coke side of life tagline. Attached to each iPod Nano will be a refund for the amount of the Coca-Cola Classic the consumer originally intended to purchase.

Rationale

Among Modelers, the primary consumption is at work or away from home. These establishments are stocked with machines that carry Coca-Cola Classic. The third clarification memo states that among this segment, the primary preference is the 20 oz. bottle. By utilizing this knowledge with the current mainstream use of iPods among the target, Blue, Inc. believes consumption of Coca-Cola Classic will escalate. Purchasing a Coca-Cola Classic from a vending machine is typically a smoment, so we are rewarding loyal customers with a lager moment. The effectiveness of this promotion will be measured by monitoring prize redemption rates.

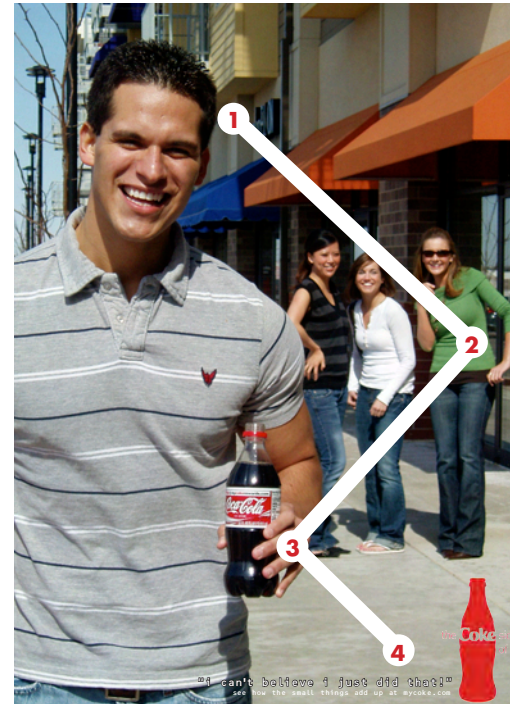
Magazines

Blue, Inc. will target specific market segments with the use of magazines. Today's youth, as individuals and as a whole, has many interests ranging from clothing, celebrity gossip and music to sports, politics and environmental issues. These select magazines will not only increase brand exposure to America's youth, but will also improve Coca-Cola Classic's brand image by associating with their interests. Each magazine achieves a direct connection to a specific segment of our target, Hispanic, African American and mainstream males and females aged 13–24, together reaching it in its entirety.

Structure of a Magazine Advertisement

For the magazine advertisements, Blue, Inc. aims to move away from subdued colors and the cliché of black and white, which tend to give a nostalgic feel. These print advertisements utilize bright and bold colors to attract attention and create a contemporary feel. This attracts the younger audience who respond to bright colors and active layouts.

These advertisements will utilize people and focus on facial expressions, as faces in advertising tend to draw readers in and allow the reader to connect with the models. The advertisements are intentionally clean and



Phase 2

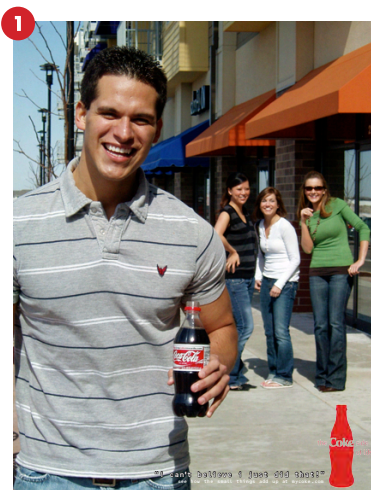
simple to help focus the message of the advertisement and tie the brand to the smoment being expressed. This also helps to determine where the viewers eye will initially enter the advertisement.

The movement of the advertisements follow a “Z” pattern. The entry point is the face of the main model, then the eye moves to the secondary focus in the background for context and then across to the Coca-Cola Classic bottle. From there, the focus moves to the line of copy and finishes with the logo. This flow not only creates movement in the advertisement but also leaves a lasting impression of Coca-Cola Classic in the viewers mind.

The Coca-Cola Classic bottle is casually placed as part of the scene so the brand is subtly associated with the smoment shown. The branding is subtle because members of the target audience do not like to be told what to do or think. This method will ensure the reader makes the association on their own without too much assistance, thus ultimately increasing retention. Reach will be determined through magazine circulation data. Aided recall tests in future focus groups could also help gauge the effectiveness of the advertisements.

- 1 **Advertisement 1**
“I can’t believe I just did that!”
- 2 **Advertisement 2**
“OMG... LOL!!! :-D”
- 3 **Advertisement 3**
“do you think the scarf is too much?”

Phase 2



Cinema Advertisements

Blue, Inc. will feature 30-second commercials shown to a captive audience in theaters before the feature presentation. These advertisements will run nationwide and play before movies of interest to Tech-Savvy Experiencers, such as 2008 releases X-Men 4, Semi-Pro and Toy Story 3 and 4.

Execution

The cinema advertisement will feature two different sets of people and their trip to a movie theater. Of the two separate groups shown, there will be one that drinks a generic cola and one that drinks Coca-Cola Classic. The generic cola drinkers are shown having a bad movie theater experience, while those drinking Coca-Cola Classic find themselves having numerous smoments.

As the camera follows the generic cola drinkers, it shows them experiencing many stereotypical, unpleasant moments at the movie theater, such as parking in the back, overpriced tickets, dirty movie theater environment, loud children in the theater and sitting behind a lady with big hair.

The camera then cuts to the Coca-Cola Classic drinkers. The advertisement will portray the people experiencing many smoments as enter and sit down in the theater. Some of these smoments include first-row parking, discounted student tickets, buttered popcorn, Coca-Cola Classic and ideal seating. As Tech-Savvy Experiencers sit down in the theater, the lights dim and they are shown taking the first sip of their Coca-Cola Classic. The screen cuts to black with the Coke side of life tagline.

Rationale

Tech-Savvy Experiencers identify with these movie theater moments. This advertisement uses humor showing the exaggerated unpleasant moments of generic cola drinkers, while highlighting smoments of those who drink Coca-Cola Classic. Using humor will increase brand health as it appeals to Tech-Savvy Experiencers. Reach of these advertisements will be gauged by movie theater ticket sales.

Visual Ice

Visual Ice, an up-and-coming alternative medium, is an advertisement placed on supermarket freezer doors. An optically clear decal is applied to the door and only becomes visible after the door is opened and condensation causes the advertisement to appear. Blue, Inc. will place these point of purchase advertisements on freezer doors next to ice cream and pizza, perfect complements to Coca-Cola Classic. The effectiveness of this promotion will be measured through aided recall tests.



Phase 3 – Unified Moments

The third phase brings the whole campaign together. It centers around a promotional tour and shows Tech-Savvy Experiencers how small moments add up to a greater whole and ultimately make a difference.

- Philanthropic Partnership
- Radio
- Small Is Big Tour
- University Newspaper
- Non-Traditional Media
- Coca-Cola Classic Tour
- Emerging Technology

10,000 Hours Show Partnership

Why

- Promote philanthropic efforts to increase brand health
- Increase consumption among socially aware youth

Execution

The 10,000 Hours Show is an organization that rewards college students for volunteering when at least 1,000 students complete 10 hours of community service each. In exchange for those hours, students receive tickets to a concert open only to participants. The program started at the University of Iowa and has become a large phenomenon across college campuses in the state of Iowa. Coca-Cola Classic will partner with the 10,000 Hours Show to promote volunteerism across the country. Information about the 10,000 Hours Show and how to start up a local chapter will be provided on the Small Is Big Tour. Coca-Cola will also donate \$10,000 to each school to help cover costs for celebrity artists for the 10,000 Hours Show concerts.

Rationale

Modelers are socially aware and are generally concerned with the social responsibility of each company they purchase products from. They also enjoy giving back to their communities. Empowering these Modelers to take action and make a difference in another person's life, Coca-Cola Classic will become the beverage of choice for socially aware youth. In addition, Aspirants will strive to reflect the behavior of this older segment.



Small Is Big Tour

Why

- Interact with Tech-Savvy Experiencers to improve brand health
- Increase awareness of Coca-Cola Classic's partnership with The 10,000 Hours Show

Execution

A fully interactive Coca-Cola Classic bus will visit 20 college campuses across the nation promoting good times with Coca-Cola Classic and participation in the 10,000 Hours Show. Traveling with the tour will be Mission IMPROVable, a small independent improv comedy group. Mission IMPROVable will perform an act at each campus followed by music from Fresh Tracks Music. There will be two stations outside the bus: one with high-speed Internet terminals for visiting MyCoke.com and the other station will be equipped with Nintendo Wiis available for play. The inside of the bus will have an area with flat-panel televisions playing music videos that will also be available for download to cell phones or mp3 players. Another area of the bus will feature a lounge where students can hang out with friends and enjoy good times. Free cans of Coca-Cola Classic will be distributed to students as they attend the event. Students will also be given the opportunity to win one of five Nintendo Wiis. To draw a crowd during the event, three representatives will be traveling around campus on Coca-Cola Classic segways directing students to the event.

Rationale

Local media, as well as college newspapers, will cover the event. Music will draw the crowd in and the fun that Coca-Cola Classic provides will be the reason to stay. The event connects with the videogame and music-loving Tech-Savvy Experiencers and will improve brand health.

Radio

Execution

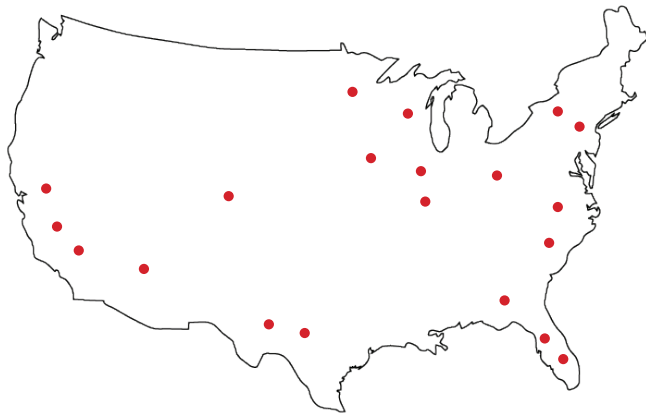
The creative concept of Blue, Inc.'s radio advertisement plays on the smoment of unexpectedly hearing your favorite song on the radio and associating Coca-Cola Classic with that feeling. The advertisement begins with four Tech-savvy Experiencers driving and scanning the radio for a good song. Humor is used to appeal to Tech-Savvy Experiencers in a real life situation.



Colleges

- Georgia State University
- University of Miami,
- University of Florida
- Duke University
- University of Virginia
- Columbia University (NY)
- New York University
- Ohio State University
- University of Illinois (Champaign Urbana)
- Northwestern University
- University of Wisconsin (Madison)
- University of Minnesota (Twin Cities)
- University of Iowa
- University of Colorado (Denver)
- San Diego State University
- California State University (Los Angeles)
- University of California (Los Angeles)
- Arizona State University
- University of Houston
- Rice University

Phase 3



Thirty-second spots will run in the top mainstream and the top five Hispanic markets nationally, starting in August and ending in November. Radio offers a combination of low cost, high reach and focused targeting. Spanish language radio stations are extremely popular among the segment of the Spanish-speaking population. Of these Spanish language stations, urban music and talk radio are the most popular. The following is a sampling of stations from each of the top Hispanic markets: LA Kalle 103.1 FM in Chicago, Party 104.9 FM in Houston, La Kalle 98.3 FM in Miami, La Kalle 105.9 FM in New York and La Nueva 101.9 FM in Los Angeles.

Rationale


Blue, Inc.'s radio advertisement will feature a song similar to the Gym Class Heroes, "Cupid's Chokehold." The Gym Class Heroes is emerging on the music scene as a top new artist. This type of music has an urban appeal, with a strong popularity among mainstream audiences. A current popular song will be used to catch the audience's attention and breakthrough radio clutter. This script will be translated into Spanish for Hispanic markets. The effectiveness of the radio ads will be measured by direct inquiry tests and through Arbitron data.

High School and University Newspapers

High school and university newspapers will be utilized in conjunction with the 10,000 Hours Show. In order to build awareness of this partnership, full-page, one-color advertisements will be placed in newspapers of the 20 universities mentioned earlier, as well as surrounding high schools. Blue, Inc. knows that to reach the socially conscious Tech-Savvy Experiencers it will be necessary to utilize this medium due to its targeted reach and accessibility. The effectiveness of these advertisements will be gauged by participation in the 10,000 Hours Show partnership.

Phase 3

	1 hr. 30 min.
	2 hr. 15 min.
	45 min.
	1 hr. 30 min.
	+ 4 hr. 45 min.
<hr/>	
total hours of service	Free Rockin' Concert



look for the Coca-Cola Classic Tour Bus and sign up for the 10,000 Hours Show

Media

Media Objectives

- Increase exposure to Tech-Savvy Experiencers, so Coca-Cola Classic remains in the consumer's evoked set in the carbonated soft drink category
- Break through the clutter of advertising to reach Tech-Savvy Experiencers where they spend the majority of their time

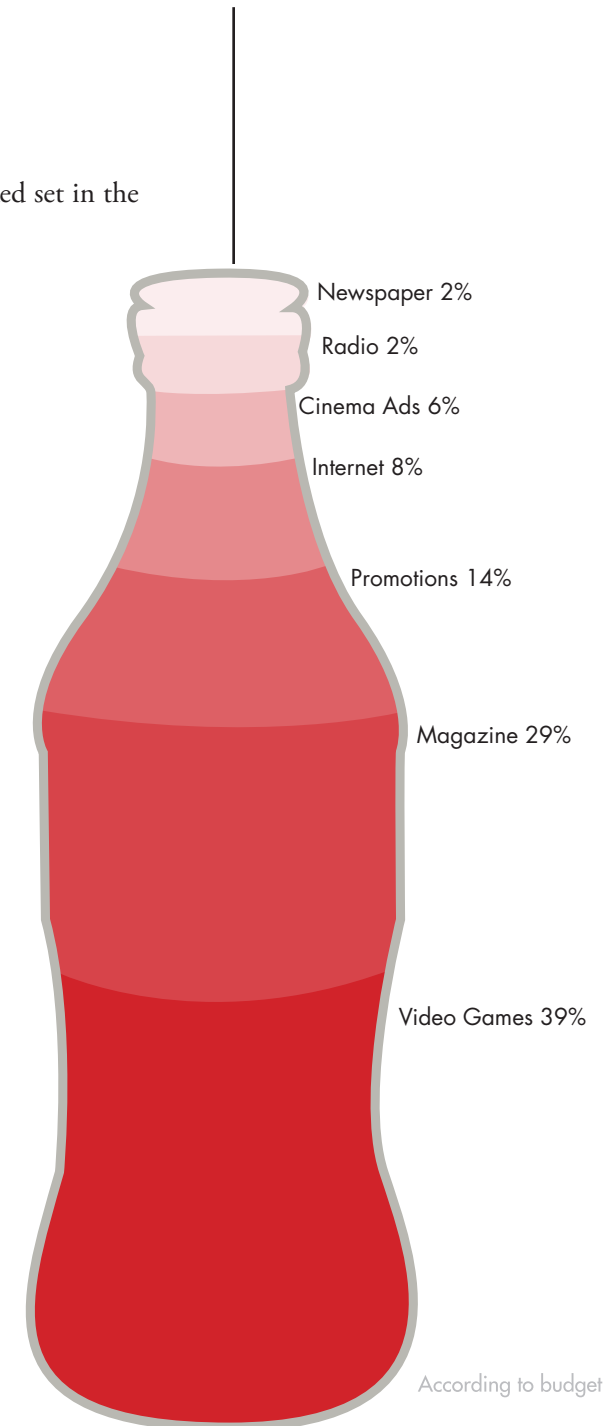
Media Strategy

- Focus on media directly appealing to the 13–24-year-old multicultural segment as they make their own buying decisions
- Reach Tech-Savvy Experiencers in the environments where they spend the majority of their time through activities they spend the majority of their day participating in
- Utilize media placements to reach the younger and/or older segments of target simultaneously
- Use a pulsing schedule of advertising beginning January 1, 2008 and culminating December 31, 2008

Media Analysis

Newspapers

- Highly targeted medium that Aspirants and Modelers are likely to read



Magazine

- Long life because of pass-along readership
- Specific niche segmentation and large circulation

Magazines					
Magazine	Circulation	Rate (\$)	Insertions	CPM (\$)	Total (\$)
Cosmo Girl	1,383,468	\$80,705	6	\$58	\$484,230
Girl's Life	347,000	\$14,282	4	\$41	\$57,128
Teen People	1,525,409	\$79,500	4	\$52	\$318,000
Teen Vogue	1,410,609	\$50,527	4	\$36	\$202,108
ESPN the Magazine	1,950,000	\$188,500	4	\$97	\$754,000
Boy's Life	1,345,000	\$37,150	8	\$28	\$297,200
Sports Illustrated Kids	350,000	\$33,820	4	\$97	\$135,280
People	3,800,000	\$101,000	4	\$27	\$404,000
Entertainment Weekly	1,725,000	\$144,050	4	\$84	\$576,200
Ebony	1,450,000	\$55,718	4	\$38	\$222,872
Black Beat	1,000,500	\$52,000	4	\$52	\$208,000
La Teen	400	\$1,000	6	\$2,500	\$6,000
People en Español	469,110	\$17,500	4	\$37	\$70,000
Futbol Mundial	957,000	\$41,667	6	\$44	\$250,002
				Total	\$3,985,020

Visual Ice

- Innovative and unexpected
- Highly influential message at point of purchase decision
- Pioneering concept that is versatile for use in future campaigns



Video Games

- Increasing number of male and female users

Video Games				
Game	Games Sold	Integrations	CPM (\$)	Total Cost (\$)
Madden NFL 2009	6,500,000	2	\$65,000	\$2,275,000
Fifa World Cup 2009	950,000	6	\$28,500	\$570,000
NCAA College Football 2009	2,200,000	3	\$33,000	\$825,000
			Total Cost	\$3,670,000

Cinema Advertisements

- Captive audience
- Popular activity during summer months for Tech-Savvy Experiencers Internet
- MySpace, YouTube, Facebook.com, AOL Instant Messenger all very popular
- Tech-Savvy Experiencers' main source of communication and networking

Radio

- Effective and efficient way to reach multicultural segments

Spanish Language Radio Stations			
City	Hispanic Population	Rate (\$)	Total (\$)
New York	2,461,867	\$57	\$4,585
Los Angeles	5,034,369	\$166	\$13,243
Chicago	2,011,880	\$93	\$7,405
Houston	1,671,743	\$133	\$10,652
Miami/Ft. Lauderdale	2,324,714	\$234	\$18,740
		Total	\$54,625

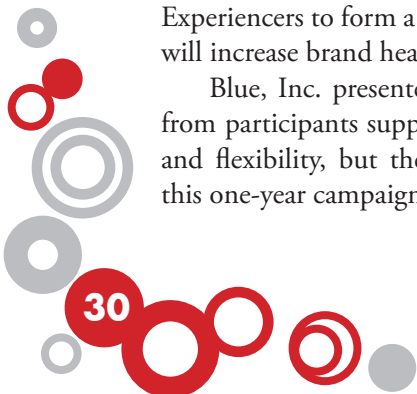
Main Stream Radio Stations			
New York	15,291,100	\$147	\$11,760
Los Angeles	10,826,600	\$142	\$11,360
Chicago	7,738,000	\$447	\$35,760
Houston	4,469,900	\$114	\$9,120
Miami	3,533,000	\$356	\$28,480
Charlottesville, NC	118,398	\$194	\$15,520
Columbus, OH	730,657	\$211	\$16,880
Madison, WI	208,054	\$154	\$12,320
Minneapolis, MN	2,968,806	\$342	\$27,360
Iowa City, IA	62,220	\$60	\$4,800
San Diego, CA	1,223,400	\$316	\$25,280
Tempe, AZ	158,625	\$116	\$9,280
Denver, CO	554,636	\$265	\$21,200
Gainesville, FL	95,447	\$154	\$12,320
Coral Gables, FL	42,249	\$98	\$7,840
Atlanta, GA	4,917,717	\$297	\$23,760
		Total	\$273,040

Campaign Summary

Throughout the Small Moments Campaign, Blue, Inc. aimed to bridge the gap between Tech-Savvy Experiencers and the personality of the Coca-Cola Classic brand. Despite this gap, a connection existed before Blue, Inc. gave it a name. For most of Coca-Cola Classic's history, the brand has been associated with good times, friends and family. Blue, Inc. concluded that it is all of the small moments that make life rich. Each day is full of smoments that pass without recognition, but nevertheless put a positive spin on the day. In the end, enough of these smoments can make a day, year or lifetime more enjoyable. While smoments may seem small when they occur, they add up to something much bigger and should be recognized and remembered.

Blue, Inc. believes the Small Moments Campaign has the potential to be one of the great campaigns in the history of Coca-Cola Classic. Pairing Coca-Cola classic with this extremely accessible concept enables young Tech-Savvy Experiencers to form a positive opinion and feeling toward Coca-Cola Classic. Ultimately, this feeling toward the brand will increase brand health, as well as consumption.

Blue, Inc. presented the smoments concept to focus groups in order to gauge participants' responses. Reactions from participants supported the campaign tactics. Not only does the Small Moments Campaign have extensive depth and flexibility, but the ideas presented within this plans book have the ability to carry on far beyond the life of this one-year campaign.



Coca-Cola Classic 2008 Media Schedule

Campaign Budget	
Live In Your Moment	
Grand Prize	\$45,000
First Prizes	\$20,000
Second Prizes	\$25,000
YouTube	\$0
MySpace Community	\$250,000
Facebook Profile	\$100,000
Double/Triple MyCoke Rewards	\$0
AOL Instant Messenger	\$800,500
10K Partnership	
Donation to Universities	\$200,000
National Coke Break	
Viral Marketing Online	\$2,500
Coca-Cola Inventory	\$6,250
iPod Vending Machine Promo	\$400,000
Customizeable Bottles	
Printing	\$10,000
Shipping	Paid by Customer
Chariot Media segways	\$100,000
Bus Tour	
Semi Truck Clings	\$2,832
Gasoline (10mpg at \$2.50/gal.)	\$5,000
Nintendo Wiis (5/city x 20 cities)	\$25,000
Inventory	\$25,000
Custom Redesigned Bus	\$500,000
Visual Ice	\$564,250
POP Hangers	\$10,000
Coca-Cola Games	
Prizes and Set Up	Paid by Store
Amazon Gift Cards	\$37,500
Local News Features	Non-paid PR
Radio	
Spanish Speaking Stations	\$54,625
Mainstream Stations	\$273,040
Magazine	\$3,985,020
University & H.S. Newspapers	\$265,000
Cinema Advertisements	\$800,000
Video Games	
Madden NFL 2009	\$2,275,000
Fifa World Cup 09	\$570,000
NCAA College Football 2009	\$825,000
Wii Homepage	\$745,000
Xbox Live Homepage	\$900,000
Total	\$13,821,517

	PHASE 1		PHASE 2					PHASE 3				
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Promotions												
National Coca-Classic Break												
Point of Purchase												
Small Is Big Tour												
Live in Your Moment												
Coca-Cola Classic Games												
MyCoke Rewards Points												
iPod Vending Machine												
Public Relations												
Media Kits – TV Broadcast												
Local News Features												
Internet												
AOL Instant Messenger												
Facebook												
MySpace Profile												
YouTube												
Radio												
Spanish Speaking												
Mainstream												
Magazine												
Cosmo Girl												
Girl's Life												
Teen People												
Teen Vogue												
ESPN the Magazine												
Boy's Life												
Sports Illustrated Kids												
People												
Entertainment Weekly												
Ebony												
Black Beat												
La Teen												
People en Espanol												
Futbol Mundial												
Newspapers												
Bus Tour Advertisements												
Cinema Advertisements												
:30 Spots												
Video Games												
Fifa World Cup 2009												
Madden NFL 2009												
NCAA College Football 2009												
Wii Home												
Xbox Live Home												
Visual Ice												
Supermarkets Nationwide												

Media Sources

Online

visualiceinc.com
chariotmediaamerica.com
bestprintsource.com
massiveincorporated.com
census.gov
mibosoradio.com
mriplus.com
myspace.com
thefacebook.com
univision.net
youtube.com
media.collegepublisher.com
commercialalert.org
cbsnews.com
usatoday.com
igaworldwide.com
msnbc.msn.com
ign.com
easports.com
hispanicprwire.com
money.cnn.com
roanoke.com
socialnetworking-weblog.com
techcrunch.com
commercialalert.org
y2m.com
people.com
teenpeople.com
sportsillustrated.cnn.com
cosmogirl.com
timesdelphic.com
condenastmediakit.com
espn.com
boyslife.org
sikids.com
ew.com
ebony.com
Microsoft.com
massiveincorporated.com

Print

Advertising Media Planning, 6th edition
Advertising Media Workbook and Sourcebook
(Kelley & Jugenheimer)
Media Flight Plan V
Databases
MRI+ Mediamark Research Inc.
Arbitron

Images

istockphoto.com

Back Cover: 2636890/Andresr/istockphoto

Original

Front Cover: Photographer - Ryan Summerfelt
Page 22: Photographer - Adrienne Konrad
Page 23: Photographer - Adrienne Konrad

Getty

Page 2: rbsb2_29/Photodisk Green/Getty
Page 3: 200472529-001/Photodisk Green/Getty
Page 5: 200387732-001/Photodisk Green/Getty
Page 5: rbf2_92//Photodisk Green/Getty
Page 6: rbrb_2592/Photodisk Green/Getty
Page 7: 200387567-001/Photodisk Green/Getty
Page 10: SPE_079/Photodisk Blue/Getty
Page 10: BBA_071/Photodisk Blue/Getty
Page 12: 200387730-001/Photodisk Green/Getty

Other

Page 8: en.wikipedia.org
Page 24: Visual Ice promotional pamphlet
Page 29: Massive, Inc. promotional pamphlet

Thank You

Donations & Support

Alpha Phi
The Art Store
Authentic Records
Bella Salon
Bindery 1 Data Solutions
Bistro Montage
Blonde Genius
Bob Achey
Buzzard Billy's
Classic Tan
Cold Stone Creamery
Court Avenue Brewing Company
Des Moines Register
Don Burton
Dorothy Pisarski
Drake Athletics
Drake Basketball
Drake Bookstore
Drake Diner
Drake Garage
El Bait Shop
Fab'rik
Firehouse Yoga
Fredrich's Coffee
Gold Glow Tanning
Gong Fu Tea
Hessan Haus
High Life Lounge
Hy-Vee
The Integer Group - Midwest
Iowa Bakery Café
Kent Fieldsend
Mark Wellman
Royal Mile
Schroeder & Anderson
SMASH Alternative Art
Starbucks
Taste to Go
Tom Kettler
Unisource
Varsity Theatre

Blue, Inc. is:

Tracey Bien

Senior Account Executive

Ryan Summerfelt

Plans Book Director

Sheryl Loren
Tiffany Mitchell
Holly Reynolds

Amanda Gunther

Executive Creative Director

Adrianne Konrad

Art Director

Larry Luckett
Bailey Posnick
Sara Withers

Susan Mainquist

Copy Director

Katie Leick
Jasmine Teo

Ben Truehart

Marketing Director

James Bridgeford
Gina DiCesare
Emily Vraspir

Emily Sexton

Media Director

Stacy Boerema
Justin Vaught

Sarah Elliott

Research Director

Ellen Won
Consumer Research Director
Mara Brettner
Lauren Smith

Joel Brewer

Promotions Director

Zach Hayden
Pamela McNew
Jennifer Reff

Kathleen Anderson

Finance, Travel & Logistics

Ajay Calvin
Jacquie Koepsel

Andrew Roger

Production Director

Nick Grant
Jesse Sparks

Research Sources

Online

www.emarketer.com
www.fuelgames.com
www.findarticles.com
www.businessweek.com
www.usatoday.com
www.imediaconnection.com
www.nasrecruitment.com
www.washingtonpost.com
www.onpoint-marketing.com
www.eweek.com
www.brandsoftheworld.com
www.publications.mediapost.com
www.cdc.gov
www.facebook.com
www.gamediamond.com

www.marketresearch.com
www.clintonfoundation.org
www.usatoday.com
www.NewsTarget.com
www.healthyschoolsinitiative.org
www.dailyfreepress.com
www.odwalla.com
www.snapple.com
www.nakedjuice.com
www.pomwonderful.com
www.fuzebev.com
www.readwriteweb.com
www.bosssausa.com
www.vitaminwater.com
www.izze.com
www.itoen.com

www.steaz.com
en.wikipedia.org
www.census.gov
www.worlddata.com
memory.loc.gov
us.acnielsen.com

Print

MRI Teenmark 2005 Research
Hispanic Fact Pack, Advertising Age
Trend Spotting- Glodberg, Steven T. Burt, Erin, Kiplinger's Personal Finance- Feb 2002
Consumer today, The Marketing Tools Directory 2004
Bloomberg news- Today in Business, Business/ Financial Desk 2007Advertising Age
Media Asia, Branding Article 7/29/2005
Achieving Equity as Generation Y goes to College: New Data, Diversity Digest
Promotional material, Visual Ice



each day
the small moments
add up
to something
great



